



BEARFACTS 1990 – 2000

Santa Cruz-Watsonville (MSA) [42100]

Santa Cruz-Watsonville is one of 363 Metropolitan Statistical Areas (MSAs) in the nation. Its 2000 population of 255,876 ranked 163rd in the nation.

PER CAPITA PERSONAL INCOME

In 2000 Santa Cruz-Watsonville had a per capita personal income (PCPI) of \$39,138. This PCPI ranked 10th in the United States and was 131 percent of the national average, \$29,845. The 2000 PCPI reflected an increase of 16.0 percent from 1999. The 1999-2000 national change was 6.8 percent. In 1990 the PCPI of Santa Cruz-Watsonville was \$21,813 and ranked 32nd in the United States. The 1990-2000 average annual growth rate of PCPI was 6.0 percent. The average annual growth rate for the nation was 4.4 percent.

TOTAL PERSONAL INCOME

In 2000 Santa Cruz-Watsonville had a total personal income (TPI) of \$10,014,548*. This TPI ranked 123rd in the United States. In 1990 the TPI of Santa Cruz-Watsonville was \$5,008,541* and ranked 140th in the United States. The 2000 TPI reflected an increase of 17.0 percent from 1999. The 1999-2000 national change was 8.0 percent. The 1990-2000 average annual growth rate of TPI was 7.2 percent. The average annual growth rate for the nation was 5.6 percent.

COMPONENTS OF TOTAL PERSONAL INCOME

Total personal income includes net earnings by place of residence; dividends, interest, and rent; and personal current transfer receipts received by the residents of Santa Cruz-Watsonville. In 2000 net earnings accounted for 72.9 percent of TPI (compared with 67.6 in 1990); dividends, interest, and rent were 19.3 percent (compared with 22.2 in 1990); and personal current transfer receipts were 7.9 percent (compared with 10.2 in 1990). From 1999 to 2000 net earnings increased 20.7 percent; dividends, interest, and rent increased 10.3 percent; and personal current transfer receipts increased 3.4 percent. From 1990 to 2000 net earnings increased on average 8.0 percent each year; dividends, interest, and rent increased on average 5.7 percent; and personal current transfer receipts increased on average 4.4 percent.

EARNINGS BY PLACE OF WORK

Earnings of persons employed in Santa Cruz-Watsonville increased from \$4,770,694* in 1999 to \$5,535,428* in 2000, an increase of 16.0 percent. The 1999-2000 national change was 8.0 percent. The average annual growth rate from the 1990 estimate of \$2,942,867* to the 2000 estimate was 6.5 percent. The average annual growth rate for the nation was 5.8 percent.

**Note: All income estimates with the exception of PCPI are in thousands of dollars, not adjusted for inflation.*

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